



See How DATCP is Working for You at the State Fair

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WEST ALLIS – The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) is working for you all day, every day, even at the 2012 Wisconsin State Fair. Visit the Farm & Family Building during the Wisconsin State Fair, August 2-12, in West Allis and discover through family fun activities how DATCP helps keep your food safe, protects consumers, plants, animals and our agricultural resources throughout the state.

“The Wisconsin State Fair is a showcase of the best of our state’s agricultural industry, and DATCP is proud to offer a building with interactive displays and fun facts,” said DATCP Secretary Ben Brancel. “Learn how DATCP is working for you in your home, at the stores you visit and on your state’s farms through our agricultural and consumer protection services.”

In the kitchen, DATCP will offer two activities to remind consumers of proper cooking temperatures and how to stock your food in the fridge safely. DATCP wants to keep your backyard beautiful. Learn more about how to keep some bad bugs out and how to prevent those unwanted telemarketing phone calls from interrupting your summer evening by signing up for the No Call List.

At the gas station, our weights and measures staff will show visitors the tools we use to make sure you get the bang for your buck at the pump. Our grocery stores wouldn’t be stocked without our Wisconsin farms. DATCP staff will also explain how we check scales and price scanners to make sure you pay the right amount when you check out.

In the school section, DATCP staff will share fun facts about our state’s livestock and crops. Spin the farm fact wheel to learn more about the fins, feathers and feet on our Wisconsin farms. And the children can make their own agricultural product button to keep as a souvenir of their visit to the DATCP classroom.

“The Wisconsin State Fair is a place where rural and urban communities meet,” added Brancel. “The Farm & Family Building is an opportunity to learn how DATCP impacts our lives, from the farmer to the consumer.”

Don’t forget the ever popular Veggie Car Races. The Wisconsin FFA State Officer Team builds Veggie Cars each day out of our favorite Wisconsin vegetables, from sweet corn to potatoes to carrots. Children can select their car, cheer it on as it races down the track and earn a ribbon for their participation. There are five races every hour.

The 65th Alice in Dairyland, Rochelle Ripp, will make daily appearances in the Farm & Family Building. Stop by to say hello and see her Chevrolet Flex-Fuel Tahoe, which runs on E85, a renewable fuel.

The Farm & Family Building is located in State Fair’s Ag Village, just west of the Badgerland Financial Discovery Barnyard. For details about the Fair, visit <http://www.best11daysofsummer.com>.

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